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Guatemala Exporter Guide Annual 2003

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Report Highlights:

The food processing industry offers the best opportunity for U.S. exporters seeking to supply ingredients to this sector. This sector has been growing by more than 14% a year for the past few years and is expected to continue. The HRI sector also offers opportunities with growth averaging 10% a year. The retail sector is expected to grow by at least 7% a year for the next few years. Name recognition for U.S. products is high and consumers view U.S. products as higher in quality.

Includes PSD Changes: No Includes Trade Matrix: No Annual Report Guatemala [GT1]

I. ECONOMIC SITUATION

A. Market Overview

Guatemala's economy had been growing at over 4% during the 1990's. However, since 2000 the economy has been stuck and has not been able to grow more than 2.2% a year. Many contribute this to the GOG's populist government, which has been allegedly involved in huge corruption scandals. This has diminished the desire of the private sector to invest. In addition, the GOG has taken on a very anti-business attitude and had been in constant conflict with the business community. Guatemala's GDP for 2002 was a little over \$21 billion.

2003 is an election year, and even though there are worries of election fraud, there is some optimism that the next government will be much more business-oriented. Elections will take place November 9, 2003 and the next president will take office in January of 2004. At the time of writing, the candidate leading the polls is a renowned businessman, and is expected to win if the elections are fair.

Guatemala is one of the participants in the Free Trade Agreement being negotiated between the U.S. and Central America. This agreement is to be signed in December of 2003. This is going to offer U.S. exporters tremendous opportunities in the near future.

Other issues that have affected the economy are:

- Low international prices for sugar and coffee, which are major exports for Guatemala;
- Uncertainty created by the GOG constantly changing the rules affecting business, and creating a negative environment for investment. Many firms are taking a wait and see attitude before they invest in any form of production;
- · High interest rates.

Despite these negative factors, U.S. agricultural exports to Guatemala have continued to grow during the last few years.

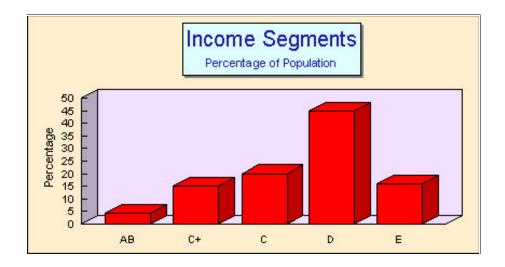
- Total U.S. agricultural exports grew from \$237 million in 1997 to \$352 million in 2002
- Bulk commodities had varied little during 1997-2001, but in 2002 climbed to a record \$137 million, a 45% increase over the previous year. This is mostly a result of higher prices, and not higher volumes.
- Intermediate agricultural products grew from \$82.5 million in 1997 to a record \$103 million in 2002.
- · Consumer-oriented products increased from \$53.2 in 1997 to \$102 million in 2002.

It is important for US firms considering exporting to Guatemala to understand that the market conditions are strongly affected by income distribution and there is a major difference between the interior of the country and Guatemala City.

Income distribution is concentrated in the upper class, with 63% of income in the hands of the top 20% of the population. The polarity in income distribution determines a particular pattern of consumption, where the majority of the population consumes merely for subsistence. Therefore, luxury goods can only be targeted to a significant small portion of society. However, U.S. food products are very competitively priced and are sought out by both high income and middle-income consumers. Many U.S. food products are cheaper than domestically produced products. Examples are grains, poultry, dairy and pork.

Percentage of income allocated to food purchases:

- · Rural 46.9%
- · Urban 31.6%
- · Interior of Country 37.1%
- Metropolitan Area 28.2%
- Per Capita Income in Guatemala City is 265% over Interior of Country



- AB is the top 4% of the population that can afford anything. The main difference between A and B is the A's own their own planes. They are the jet setters.
- · C+ is the upscale middle class that can afford most food products. They tend to be professionals with family incomes over \$3500 a month.
- · C this is the general middle class that must watch how they spend their income. They have some savings ability but very little.
- D this is the lower class that is just surviving. They are subsistence buyers, and can only afford the basics.

E - this group eats when it can, it has no purchasing power and is below poverty.

B. Demographics

Guatemala's population is estimated at 12 million. Population growth has averaged 2.7% during each of the last four years. The breakdown of the population follows the pattern of an underdeveloped country. More than 65% of the population is less than 24 years of age, and 45% of the population is less than 14 years of age.

Internal migration toward Guatemala City has been constant in the last decade. The population of Guatemala City with its surrounding seven cities totals 2,082,376 inhabitants and represents 19.3% of the total population. The difference in population density between Guatemala City and the rest of the country is highly significant because it has determined the dynamics of economic and social growth of the nation. The department of Guatemala has a density of 1,212.9 inhabitants per square kilometer. The second densest department, Sacatepequez, only reaches 557.6 inhabitants per square kilometer. The rest of the departments are below 350 inhabitants per square kilometer. Under this framework, it is easy to understand why most economic activity in the country revolves around the metropolitan area. Guatemala City and its surroundings offer the biggest concentrated market in the country with an accessible infrastructure. However, this development has created a wealth of opportunities outside the metropolitan area in other departments, as they have been historically neglected. Presently, there is a marketing trend toward the interior of the country. Decentralizing has become the call of the day. Many firms are opening subsidiaries in the interior to try to capitalize on this movement. At present, there are about 38 cities in the interior with populations above 100,000 inhabitants.

C. Market Size

Guatemala in 2002:

- Total food expenditures of more than \$3 billion.
- Total consumer-oriented and edible fisheries' market estimated at \$1 billion.
- Total agricultural imports were \$897 million.
- · U.S. share of total agricultural imports was 39%.
- Total consumer-ready imports were \$443 million
- · U.S. share of consumer-ready imports was 23%

Guatemala's economy is the largest in Central America with a GDP of over \$21 billion.

D. Advantages & Challenges

Advantages	Challenges
	The economic condition of the country limits imports, especially the constant weakening of the local currency.
Guatemalans view U.S. products as of higher quality and safer than national products.	There is a lack of brand awareness among importers, retailers and especially consumers.
The expanding retail industry, and the growing demand for new and better products by consumers, create an exceptional opportunity for new imported goods.	
Importers generally favor trading with U.S. exporters because of reliability.	Imports must go through a complicated bureaucratic process, and there are high tariffs and quotas on various items.
The growing food processing industry is looking for new and better food ingredients.	There is limited infrastructure and distribution, especially on perishable products.
Effective market promotion can overcome price sensitivity, and retailers are open to this and will readily participate.	Regional competition is strong, especially from Mexico, El Salvador and Chile.

II. DOING BUSINESS IN GUATEMALA

A. Business Customs

Most business conducted in Guatemala is based on personal relationships. Business executives and government officials place great importance on personal contacts with suppliers. U.S. suppliers should be prepared to have a local representative or distributor and personally ravel to Guatemala. U.S. businesspersons often are surprised at the accessibility to key decision makers and the openness and frankness of local buyers.

Sales, service and support rank high in the minds of Guatemalan buyers. U.S. firms, more than other foreign firms, generally have a reputation for providing good service and support. U.S. firms interested in penetrating the Guatemalan market should make a commitment to offer

excellent service support to their buyers, agents or distributors. This commitment should be made clear. Poor or mediocre service often results in lower sales. The Guatemalan business community is comparatively small and word travels fast about local and foreign firms that offer poor service support.

B. Consumer Tastes

Guatemalan consumers are accustomed to U.S. products, and they have grown up with them. Many Guatemalans have traveled to the U.S. and have been introduced to American food products. U.S. products are viewed by consumers as higher quality and are preferred to other imports. More than 50% of all Guatemalan imports come from the U.S. Culturally speaking, Guatemalans have adopted much of the U.S. culture such as music, sports, fashion and fast food. Guatemalans have also followed the trend in the U.S. towards more convenience. Demand for these types of products has grown in the last few years, and the trend is expected to continue.

C. Food Standards and Regulations

The Division of Registration and Control of Medicines and Foodstuffs of the Ministry of Health, hereafter referred to as Food Control is the main authority for food products legally imported or manufactured in Guatemala. Government Decree # 45-79 established the Health Code, which regulates Food Control, in 1979. Title II Chapter Two of the Health Code refers to food products. Food Control, under authority of Ministerial Decree 132-85, is responsible for upholding food product norms set by the Guatemalan Ministry of Economy's Commission of Standards (COGUANOR). This commission is governed by the Executive Advisory Committee, which is made up of representatives from the Ministry of Health, Ministry of Economy, Ministry of Labor, School of Engineers and Chambers of Agriculture, Industry and Commerce.

In addition, all imported foods of animal or vegetable origin, including grains for further processing, must comply with the following requirements: present a Phytosanitary or Zoosanitary certificate, a certificate of origin, a certificate of free sale, import license and a commercial invoice. The Unit of Norms and Regulations from the Ministry of Agriculture, Livestock and Food control all of these requirements.

There are many specifications, rules, legislation and other requirements regulating food products. These requirements are quite complicated and often subject to different interpretations. However, there is a considerable lack of resources in Food Control to effectively enforce the Health Code. Currently, many products are sold with the exact same label as in the U.S. This trend is changing and more importing companies are complying with the law in anticipation of stricter enforcement by the Ministry of Health. For additional information read this office's FAIRS Report 2003 GT3013 at www.fas.usda.gov/scriptsw/attacherep/default.asp

<u>Product registration is required</u> for all packaged food products in Guatemala. Food Control at the Ministry of Health is responsible for all registrations. Food Control issues a registration number after a laboratory test has been performed on the product. This registration number is valid for five years and takes six weeks to obtain. In addition to the laboratory analysis done on

the product at the time of registration, the law requires inspections at the point of entry, wholesale and retail level for the wholesomeness of the product. There is no environmental legislation that affects the importation of food products. The cost of registration and analysis of a product is about U.S. \$100.

<u>Labeling requirements</u> are set by COGUANOR'S labeling standard #34039. It sets 40 requirements with respect to the appearance of the label, what information should be on the label and that it is written in Spanish. However, importers negotiated with COGUANOR and reached an agreement for a stick-on label to be used with the following information written in Spanish:

- 1. Product definition/description
- 2. Name of the product (*This should be the official name as noted on the U.S. Certificate of free sale.*)
- 3. Physical characteristics, Including ingredients (*This has to be a qualitative composition, which was indicated in the back of the registration form*). If this information is in English, please translate literally.
- 4. Net weight/volume
- 5. List of ingredients and additives and the percentage of total for each
- 6. Name, address and telephone number of the Guatemalan distributor
- 7. Food Control registration number (D.G.S.S.-D.R.C.A. ______--Sanitary license; obtained at a Center of Sanitation; the original license has to be presented. Cost for each product is about *Q630*.)
- 8. An expiration date
- 9. If applicable "Keep Frozen"
- 10. If applicable "Form of Preparation"

Import procedures for products of animal or vegetable origin, an inspection by the "ventanilla unica" from the Unit of Norms and Regulations of the Ministry of Agriculture is required. The documents required are: Phytosanitary or Zoosanitary certificate, commercial invoice, import license, a certificate of origin and certificate of free sale. In order for the regulating entity to extend an import licence, they first request an original Phytosanitary or Zoosanitary certificate. Inspectors from OIRSA (The Inspection Entity from the Ministry of Agriculture) will be on site to ensure that the paper work is properly completed, regardless of whether the imported product is transported by air, land or sea. Inspectors often perform an visual inspection of the imported products in order to release them from customs. The Office of Food Control at the Ministry of Health regulates packaged foods. The procedure is similar to the one at the Ministry of Agriculture with the difference that the sanitary certificates are extended by the LUCAM, which is the laboratory in charge of sanitary inspection. For additional information read this office's FAIRS Report 2003 GT3013 at www.fas.usda.gov/scriptsw/attacherep/default.asp.

D. Tariff Rate Quotas for 2003

Product	Quota (MT)	Tariff (In-Quota)	Tariff (Out-of Quota)
Beef, fresh, refrigerated and frozen.	1,595	0%	30%
Apples	10,100	12%	25%
Poultry fresh and frozen	39,452	5%	30%
Yellow Corn	463,700	5%	35%
Rice Milled Paddy Puffed Planting	58,530 780 55,000 2,200 550	13.1% 0% 0% 0%	26.3% 26.3% 26.3% 26.3%

The TRQ for beef & poultry was suspended in 2000. In 2003, all imports of either product are levied a 15% duty, and there is no limit on import amounts. However, the GOG reserves the right to implement the TRQ if the need arises.

E. ENTRY STRATEGY

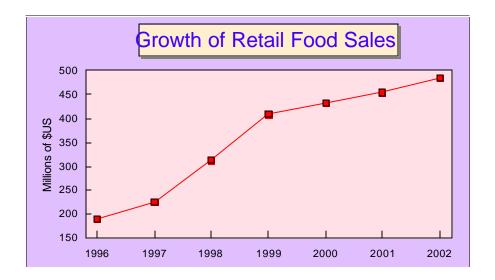
About half of all firms selling into the Guatemalan market do so by means of an agent or distributor. The rest sell directly to Guatemalan buyers. Generally speaking, the more pre-sales marketing and after-sales support that the product requires, the more important it is to have a local agent or distributor. Because of the small size of the market, very few companies can purchase full containers at a time. This is where a distributor can help, by providing the added distribution channels to maximize exports.

To sell directly to Guatemalan firms, U.S. firms will need to build a relationship with the buyers, as explained in Business Customs, as well as travel to Guatemala at least twice, before expecting a sale. Many firms in Guatemala are now looking to buy direct; they feel they can save money if they can by-pass the agent. There are enough large buyers to justify attempting direct sales, and the FAS office can provide US firms with possible contacts. The more credit flexibility the US firm has the easier it will be to reach a sale. It is customary to require advance payment or letters of credit on the first few purchases, but once a relationship is established, US firms should be prepared to offer credit terms.

III. MARKET SECTORS

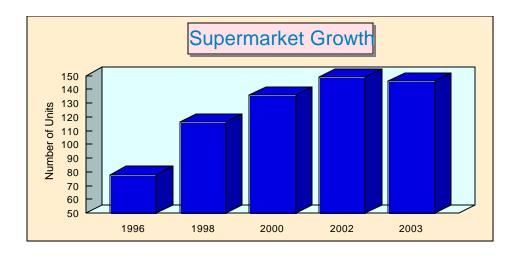
A. Retail Sector

The supermarket sector has been growing tremendously in Guatemala. In 1995 there were only 68 units in Guatemala and by 2001 there were 134. Furthermore, in 1995 all supermarkets were only in Guatemala City; now there is national coverage. During the period of 1998-2001 a total of 30 supermarket units were opened in the interior of the country. The effect of this build-up has been apparent in the increase of retail sales, from \$189 million in 1999 to more than \$488 million in 2002. This increase is due to the increase in urbanization, the growing middle class, two-income families and the need for convenience-packaged foods. In that same short period, supermarkets' share of food sales has gone from 15% to 34% of total food sales, slowly picking away at wet market sales. Overall, consumer-oriented goods account for 34% of all U.S. agricultural exports to Guatemala. For additional information regarding this sector read this office's Retail Report at www.fas.usda.gov/scriptsw/attacherep/default.asp.



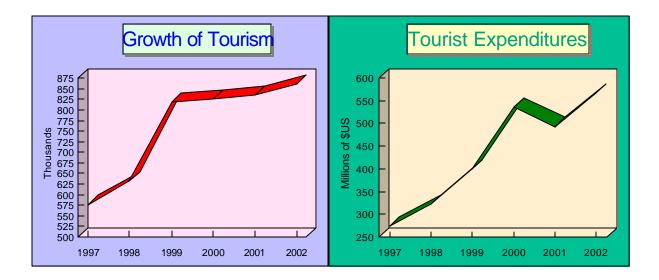
The growth of food sales in the supermarket sector was directly related to the expansion of the number of units that were built during the same period. However, it seems the market has become saturated in terms of units, and in 2003 a total of five units were closed down and only one was built.

There are still ample opportunities in the retail sector, since only 34 % of food sales are done through supermarkets and in most Latin American countries it is up to 50%. Supermarket sales are expected to continue to grow by at least 7% a year for the next few years.



B. Hotel, Restaurants and Institutions

This sector is valued at over \$500 million and annual growth has been averaging 12-14% during the last six years. Tourism has increased from 563,478 visitors in 1995 to 860,152 in 2002. In 1995, income from tourism totaled \$238.8 million and in 2002 it totaled \$567.1 million, an increase of 137%. Room availability has also increased from under 12,000 in 1995 to over 16,100 in 2002.



This sector offers tremendous opportunity for high value products. There are many US franchises that are in need of raw materials, and they can't always fulfill their needs with local product. Besides, some of the franchise agreements require US raw materials as part of the contract. The following is a list of franchises operating in Guatemala:

•	Subway	Wendy's	Burger King
•	Taco Bell	Cajun Grill	McDonald's
•	Dominoes Pizza	Pizza Hut	Schlotzsky's
•	Papa John's	TGIF'S	Little Caesar's
•	Jimmy John's	Chili's	Pizza Inn
•	Westin	Holiday Inn	Ramada
•	Radisson	Best Western	Marriott

Institutional sales in Guatemala are probably the most difficult of all sales. The procurement process is very difficult and very bureaucratic. (Development of good contacts on the inside is still the best way to make the sale.) Also, the repayment delay is usually from 90 to 120 days and sometimes even longer. This market should be approached with the use of a distributor that is already supplying institutions and is very familiar with the process.

C. Food Processing

This is one of the fastest growing sectors in Guatemala, offering US food exporters huge opportunities to capture some market share supplying raw materials.

- In 1998, this sector contributed \$800 million or 4% of GDP.
- · In 2002, food processing was estimated at \$1.4 billion or 7% of GDP.
- The Food Processing Chamber expects this sector to continue growing at 10-15 percent a year for the next 4 years.

The areas with the most growth potential are:

- · Meat Processing
- · Processed Fruits and Vegetables
- Dairy
- Bakery
- · Edible Oils
- Snack Foods
- Beverages
- · Soups and Soup Broths

U.S. products such as beef, pork, wheat, soybeans, and vegetables as well as other food items, can easily be introduced to improve the quality of the goods being processed in the above-mentioned sectors. Many of these plants already use U.S. raw materials, however, there is still plenty opportunity.

Why is the processing industry growing?

- Local processors are increasing their capacity and quality in hopes to export to the US once CAFTA is signed.
- · As Central American consumers become more sophisticated, opportunities for higher value-added products increase.
- Many local companies are taking advantage of their lower cost to fill market niches normally filled by imported products.
- The food processing industry has ridden the supermarket expansion wave, and now is directing its attention to the export market.

Products with the most potential in the food-processing sector are:

•	Dehydrated Chicken	Wheat	Bean Splits
•	Freeze Dried Vegetables	Flour	Tomato Paste
•	Frozen Vegetables	Pork	Soda Concentrates
•	Fruit Concentrates	MDM	Dehydrated Potato Flakes & Powder
•	Soybeans	Soy flakes	Soy oil

IV. BEST PROSPECTS

Product/Sector	Total Imports *	Imports from U.S.*	U.S. Market Share	Projected Growth
Meat	\$28.40	\$13	46%	8%
Cheese	\$8.80	\$1.4	16%	6%
Forest Products	\$14.20	\$9.1	64%	9%
Processed Fruits & Veg.	\$25.30	\$13.7	54%	12%
Poultry	\$32.90	\$32.9	100%	15%
Snack Foods	\$46.90	\$8.9	19%	6%
Dairy	\$58.70	\$8.8	15%	5%
Fruit	\$26.00	\$7.4	28%	10%

^{*} In Millions of \$US

Source: United Nations Trade Statistics & US Trade Data.

V. POST INFORMATION

If you have any question or comments regarding this report or need assistance exporting to Guatemala, please contact the U.S. Agricultural Affairs Office at the following address:

Office of Agricultural Affairs Avenida Reforma 7-01, Zona 10 Guatemala, Ciudad 01010

Tel: (502) 332-4030 Fax: (502) 331-8293

Email: AgGuatemala@fas.usda.gov

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: http://www.fas.usda.gov

VI. LIST OF MAJOR REGULATORY AGENCIES

Some of these individuals are political appointees, therefore after January 14, 2004 some of the contacts may change, but it would still be the same office numbers.

Name: M.V. Fernado Arceyuz

Title: Jefe

Institution: Departmento de Regulaciones y Control de Alimentos

Address: 11 Avenida "A" 11-57, Zona 7. Finca La Verbena, Guatemala

Telefax: (502) 471-9958, 440-9500

Name: Licda. Celestina de Palma

Title: Director

Institution: Dirección General de Regulación, Vigilancia y Control de la Salud

(Health Services General Office, Ministry of Public Health)

Address: 6 Avenida 3-45, Zona 11, 3 Nivel, Escue la de Enfermería, Guatemala

Tel/Fax: (502) 475-2121

Name: Licda. Ebenora de Bonatte

Title: Directora

Institution: Laboratorio Unificado de Control de Alimentos y Medicament (LUCAM)

Address: Km. 22 Carretera al Pacífico, Bárcenas, Villa Nueva, Guatemala

Tel/Fax: (502) 631-2017/18

Name: Mario Aldana

Title: Director Phyto/Zoosanitary

Institution: Unidad de Normas y Regulaciones/Ministerio de Agricultura

Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala

Telephone: (502) 475-3058

Fax: (502) 475-3058

Name: Ing. Marcio A. Ibarra M.. Title: Supervisor SEPA-SITC

Institution: Organismo Internacional Regional de Sanidad Agropecuaria

Address: 15 Avenida 4-16 Zona 13, Guatemala City, Guatemala

Telephone: (502) 334-1411 Fax: (502) 334-0646

Name: Carlos Sett Title: Minister

Institution: Ministry of Agriculture, Livestock and Food

Address: 7 Avenida 3-67 Zona 13, Guatemala City, Guatemala

Telephone: (502) 332-4756 / 362-4758

Fax: (502) 332-8302

Name: Lic. Carlos Illescas

Title: Director

Institution: Registro de la Propiedad Industrial

Address: 5 Calle 4-33, Zona 1, Edificio Plaza Rabi, Oficina 701

Guatemala City, Guatemala

Telephone: (502) 230-1822 / 230-1693 to 5

Fax: (502) 230-1694

Name: Ing. Hector Herrera Title: Jefe de Normas

Institution: Comision Guatemalteca de Normas (COGUANOR) Address: 8 Avenida 10-43, Zona 1, Guatemala City, Guatemala

Telephone: (502) 253-3547 / 251-7593

Fax: (502) 253-3547

Name: Licda. Lucia Dubón
Title: Relaciones Públicas
Institution: Ministry of Public Health

Address: 6 Avenida 3-45, Zona 11, 3 Nivel, Escuela de Enfermería

Guatemala, Guatemala 01011

Telephone: (502) 475-2121 ext. 131

Fax: (502) 475-3787

Name: Licda. Patricia Ramirez

Title: Registrador

Institution: Valuables and Merchandise Registry (From the Ministry of Economy)

Address: 6 Avenida 10-43 Zona 1, Guatemala City, Guatemala

Telephone: (502) 221-4988, Ext. 236

Fax: (502) 232-9388

Name: Licda. Maura de Muralles

Institution: Ventanilla Unica para Inversiones

Address: 8 Avenida 10-43 Zona 1, Guatemala City, Guatemala

Telephone: (502) 253-9640 Fax: (502) 251-5055

VI. APPENDIX

A. Demographics

POPULATION	TOTAL 2002	GROWTH RATE
TOTAL POPULATION	12 Million	2.7%
URBAN POPULATION	4.7 Million	3.2%
SIZE OF THE MIDDLE CLASS	3.8 Million	1.6%

NUMBER OF MAJOR METROPOLITAN AREAS	38 /1
PER CAPITA GROSS DOMESTIC PRODUCT (GDP)	\$1745
PER CAPITA GDP URBAN	\$2631
PER CAPITA GDP RURAL	\$991
PER CAPITA FOOD EXPENDITURES	\$265
UNEMPLOYMENT RATE	5.9% /2
PERCENT OF FEMALE POPULATION EMPLOYED	27.4%
EXCHANGE RATE (SEP. 2003)	\$1.00=Q7.92

Source: The Ministry of Economy

^{1/} These are cities with more than 100,000 inhabitants.

^{2/} This is the official Rate, but underemployment is estimated to be 46%.

B. Consumer-Ready and Edible Fisheries Product Imports

Guatemala Imports	Imports	from the	world	Imports	from the	U.S.	U.S.	Market	Sha
-	Millions	of	\$U.S.	Millions	of	U.S.		Percent	
	2000	2001	2002	2000	2001	2002	2000	2001	20
CONSUMER-ORIENTED									
AGRICULTURAL TOTAL	371	475	443	85	95	103	23%	20%	23
Snack Foods (Excl. Nuts)	34	44	47	5	5	5	15%	11%	11
Breakfast Cereals & Pancake Mix	16	20	22	2	3	2	13%	15%	9
Red Meats, Fresh/Chilled/Frozen	15	21	16	6	5	6	40%	24%	38
Red Meats, Prepared/Preserved	12	12	12	7	7	7	58%	58%	58
Poultry Meat	21	28	33	21	28	33	100%	100%	100
Dairy Products (Excl. Cheese)	58	71	59	5	6	3	9%	8%	5
Cheese	7	8	9	1	2	1	29%	25%	11
Eggs & Products	2	4	4	1	2	2	50%	50%	50
Fresh Fruit	19	21	26	11	10	12	58%	48%	46
Fresh Vegetables	2	2	3	1	1	1	50%	50%	33
Processed Fruit & Vegetables	24	27	25	8	8	8	33%	30%	32
Fruit & Vegetable Juices	17	19	18	4	4	4	24%	21%	22
Tree Nuts	1	1	1	1	1	1	61%	71%	73
Wine & Beer	4	4	6	1	1	1	9%	25%	17
Nursery Products & Cut Flowers	3	2	2	1	1	1	9%	29%	18
Pet Foods (Dog & Cat Food)	4	5	7	4	4	4	89%	80%	57
Other Consumer-Oriented Products	141	202	169	19	27	30	13%	13%	18
FISH & SEAFOOD PRODUCTS	7	9	10	2	1	1	22%	11%	10
Salmon	0	0	0	0	0	0	75%	50%	4
Surimi	0	0	0	0	0	0	98%	78%	96
Crustaceans	2	2	2	1	1	0	46%	25%	1'
Groundfish & Flatfish	0	0	0	0	0	0	26%	7%	2
Molluscs	0	1	1	0	0	0	27%	27%	2
Other Fishery Products	5	6	6	1	1	1	7%	5 %	4
AG. PRODUCTS TOTAL	644	825	874	237	284	375	37%	34%	43
AG. FISH & FOREST TOTAL	662	846	897	240	286	377	36%	34%	4 2

SOURCE: UNITED NATIONS TRADE DATA

C. Top 15 Exporters of ConsumerReady and Edible Fisheries

Consumer Oriented Total (Thousands \$US)

Edible Fishery (Thousands \$US)

	2000	2001	2002		2000	2000 2001
United States	85,214	95,419	103,231	Costa Rica	Costa Rica 3,284	Costa Rica 3,284 3,705
El Salvador	80,344	104,471	89,822	United States	United States 1,522	United States 1,522 1,218
Costa Rica	51,358	72,886	64,108	Thailand	Thailand 531	Thailand 531 1,086
Mexico	68,462	76,256	54,900	Panama	Panama 19	Panama 19 697
New Zealand	10,425	25,609	28,563	Colombia	Colombia 350	Colombia 350 833
Honduras	19,124	27,650	23,024	El Salvador	El Salvador 676	El Salvador 676 492
Chile	10,841	13,880	15,832	Spain	Spain 116	Spain 116 322
Nicaragua	7,707	17,537	11,314	Japan	Japan 0	Japan 0 0
Panama	5,014	5,887	7,685	Mexico	Mexico 78	Mexico 78 83
Canada	5,700	7,115	7,170	Ecuador	Ecuador 28	Ecuador 28 269
Australia	17	3,334	6,175	Chile	Chile 155	Chile 155 248
Spain	2,619	3,195	4,812	Nicaragua	Nicaragua 197	Nicaragua 197 198
Argentina	1,823	4,052	4,529	Honduras	Honduras 11	Honduras 11 11
Netherlands	2,619	2,692	3,160	Indonesia	Indonesia 0	Indonesia 0 45
Colombia	1,264	1,271	1,832	Canada	Canada 0	Canada 0 0
World	371,295	475,216	442,936	World	World 6,988	World 6,988 9,364

SOURCE: UNITED NATIONS TRADE DATA